

In the Claims:

Claims 56-75, 77, 79-81, 84, 89-91 have been amended. Claims 93-182 have been added. Claims 56-182 remain in the application. For the PTO's convenience, claims that remain unchanged are included below in order to allow the Examiner to review all pending claims from this response in their numerical order.

56. **(Three Times Amended)** A method for receiving and processing data for use with an interactive video apparatus, said interactive video apparatus having a video output device for displaying a video presentation comprising a locally generated image and an image received from a remote video source, said method comprising the steps of:

[displaying video that at least one of describes and promotes a transaction, said interactive video apparatus having an input device to receive input from a user;

receiving a reply from said user at said input device in response to said step of displaying, said interactive video apparatus having a processor capable of processing said reply and delivering to a first output device of said interactive video apparatus one of said transaction and an acknowledgment that designates said transaction;

selecting, based on said step of receiving, one of code that designates said transaction and a datum that designates said transaction, said interactive video apparatus having a device for communicating to a remote site information evidencing said step of receiving;

communicating said selected one of said code and said datum to said remote site, said interactive video apparatus and said remote site comprising a

network that includes at least one receiver site, at least one processor site and at least one transmitter site;

delivering at least one processor instruction at said interactive video apparatus based on one of said step of receiving and said step of communicating, said at least one processor instruction controlling said interactive video apparatus; and

delivering one of said transaction and said acknowledgment on the basis of said at least one processor instruction from said step of delivering]

originating at said interactive video apparatus at least a first request for content to be displayed in said video presentation;

communicating one of said at least said first request and a second request to a remote data source;

receiving from said remote data source said data to serve as a basis for displaying said video presentation;

processing said data at said interactive video apparatus in order to present at least one of said locally generated image and said image from said remote video source; and

displaying said locally generated image at said video output device in conjunction with said image from said remote video source.

57. (Three Times Amended) The method of claim 56, further comprising the step of programming said interactive video apparatus to perform any one of said steps of originating, communicating, receiving, processing, and displaying. [wherein said at least one processor instruction enables said interactive video apparatus to process at least one discrete signal, said method further comprising the step of:

receiving one of a broadcast information transmission and a cablecast information transmission, said one of said broadcast information transmission and said cablecast information transmission containing a video graphic and said at least one discrete signal, said at least one discrete signal designating second code.]

58. (Once Amended) The method of claim 57, wherein said interactive video apparatus includes a computer and said step of programming comprises the steps of:

storing at least one processor instruction in said computer;
detecting an instruct signal transmitted from one of said remote video source and said remote data source; and
executing said at least one processor instruction in response to said instruct signal. [wherein a control signal is generated based on said at least one processor instruction, said method further having one step of the group consisting of:

selecting a video graphic in response to said generated control signal;
outputting a video graphic in response to said generated control signal;
processing user input based on said generated control signal;
generating at least a portion of a video graphic image based on said generated control signal; and
outputting one of a simultaneous presentation and a sequential presentation of said video and at least one receiver specific video graphic image based on said generated control signal.]

59. (Once Amended) The method of claim 58, further comprising the steps of:

detecting said at least one processor instruction in a signal transmitted from one of said remote video source and said remote data source; and

inputting said at least one processor instruction to said computer. [56, wherein a control signal is generated based on said at least one processor instruction, said method further comprising the step of controlling one of (i) a receiver, (ii) a switch, (iii) one of a decryptor and an interrupt device, (iv) a storage device, (v) a computer, and (vi) a second output device based on said control signal.]

60. (Once Amended) The method of claim 56, wherein any one of said steps of originating, communicating, receiving, and processing comprises processing an identifier. [wherein said at least one processor instruction instructs said processor to generate at least one receiver specific datum, said method further comprising the steps of:

generating, based on said at least one processor instruction, said at least one receiver specific datum by processing information stored in a computer; and

outputting one of a simultaneous presentation and a sequential presentation of a video graphic and said generated at least one receiver specific datum.]

61. (Three Times Amended) The method of claim 60, wherein said identifier identifies at least one of:

mass medium programming;

digital programming;

a communications resource; and
said locally generated image. [56, wherein said step of delivering said at least one processor instruction comprises:
receiving a plurality of discrete signals from a remote transmitter station;
and
assembling said plurality of discrete signals into said at least one processor instruction.]

62. (Once Amended) The method of claim 61, wherein said identifier is received at said interactive video apparatus from one of said remote video source and said remote data source. [56, wherein said at least one processor instruction further designates a specific processor, said method further comprising the step of communicating said at least one processor instruction to said designated specific processor.]

63. (Once Amended) The method of claim 56, wherein said interactive video apparatus communicates with said remote data source via a digital information channel. [wherein said at least one processor instruction further designates a specific user input to process, said method further comprising the step of generating output by processing said specific user input.]

64. (Once Amended) The method of claim 56, wherein said one of (i) said first data and (ii) second data is received from said remote video source, said method further comprising the step of generating said locally generated image by processing said first data and said second data. [wherein said at least

one processor instruction generates at least a portion of at least one video graphic for output, said method further comprising the steps of:

receiving at least one control signal which enables a receiver station to at least one of (i) process said at least one processor instruction and (ii) output said at least a portion of said at least one video graphic; and

enabling said receiver station to said at least one of (i) process said at least one processor instruction and (ii) output said at least a portion of said at least one video graphic based on said received at least one control signal.]

65 **(Three Times Amended)** The method of claim 64, wherein said interactive video apparatus includes a computer and said second data are received from said remote video source in a first discrete signal, said method further comprising the steps of:

organizing first information contained in said first discrete signal with second information contained in a second discrete signal in order to enable said interactive video apparatus to process at least one processor instruction which comprises said first information and said second information; and

causing said computer to respond to said at least one processor instruction. [56, wherein said at least one processor instruction designates a second code which generates at least a portion of at least one video graphic for output, said method further comprising the step of communicating to a remote station information evidencing at least one of the availability, use, and usage of at least one of (i) said at least one processor instruction, (ii) said designated second code, and (iii) said at least a portion of said at least one video graphic.]

66. **(Three Times Amended)** The method of claim 65, wherein said step of organizing is performed by an assembler. [56, wherein information evidencing one of the availability, use and usage of at least one of (i) said video and (ii) said at least one of code and a datum is at least one of stored and communicated to a remote data collection station, said method further comprising the step of selecting evidence information that one of identifies and designates at least one of:

- (1) a video;
- (2) a use of programming;
- (3) a transmission station;
- (4) a receiver station;
- (5) a network;
- (6) a broadcast station;
- (7) a channel on a cable system;
- (8) a time of transmission;
- (9) a unique identifier datum;
- (10) at least one of a source and a supplier of said data;
- (11) at least one of a distributor and an advertisement; and
- (12) an indication of copyright.]

67. **(Twice Amended)** The method of claim 56, wherein said step of processing comprises storing first programming in order to present a portion of said at least one of said locally generated image and said image received from said remote video source at a particular time or place. [wherein said at least one processor instruction incorporates a second code, said method further comprising the steps of communicating said second code to said processor and

performing, on the basis of said second code, one selected from the group consisting of:

- (1) receiving a signal containing at least a portion of said data;
- (2) actuating at least one of a video output device, audio output device, and print output device to output at least a portion of said data;
- (3) decrypting at least a portion of said data;
- (4) controlling a selective transfer device to communicate at least a portion of said data to said at least one of a video output device, an audio output device and a print output device;
- (5) generating a receiver specific datum to present with at least a portion of said data; and
- (6) delivering a receiver specific datum at said interactive video apparatus one of simultaneously and sequentially with at least one of said video and at least a portion of said data.]

68. **(Once Amended)** The method of claim 67, wherein said video output device displays said locally generated image based on said step of storing. [56, wherein one of said at least one processor instruction is delivered in a multichannel signal transmitted by one of a remote cable transmitter station and a remote satellite transmitter station, said method further comprising the step of tuning a converter to receive said at least one processor instruction.]

69. **(Three Times Amended)** The method of claim 67, wherein said interactive video apparatus includes a computer which stores said first data. [56, further comprising one step selected from the group consisting of:

programming said interactive video apparatus to query a remote data source in at least one of a particular time and a particular fashion;

delivering at said interactive video apparatus processed information of a stored datum one of simultaneously and sequentially with at least one of said video and said data;

storing said reply for subsequent processing in response to said at least one processor instruction; and

assembling and communicating to [a] said remote site information evidencing said reply.]

70. (Three Times Amended) The method of claim 67, wherein said interactive video apparatus includes a computer which generates said locally generated image in response to at least one instruction, said method further comprising the step of inputting said first programming to said computer. [56, further comprising the steps of:

storing a subscriber instruction to receive at least one of specific videos, said data, news items, and computer control instructions; and

receiving said at least one of said specific videos, said data, news items, and computer control instructions in accordance with said subscriber instruction.]

71. (Three Times Amended) The method of claim 70, further comprising the step of programming said computer to respond to said at least one instruction. [56, further comprising the steps of:

programming said processor to respond to at least one of said data and an instruct signal contained within an information transmission communicated from one of a data source and a programming source;

receiving said information transmission from said one of a data source and a programming source;

inputting at least a portion of said received information transmission to a control signal detector;

detecting said at least one of said data and said instruct signal in said information transmission; and

passing said at least one of said data and said instruct signal to said processor.]

72. (Once Amended) The method of claim 71, wherein said step of programming comprises the steps of:

receiving a programming transmission from said remote programming source; and

inputting at least a portion of said programming transmission to said computer. [56, wherein said at least one processor instruction is embedded in a non-visible portion of a signal containing said video.]

73. (Once Amended) The method of claim 72, wherein said interactive video apparatus receives encrypted video from said remote interactive video source. [56, wherein said at least one processor instruction is embedded in a non-visible portion of a television signal.]

74. (Once Amended) The method of claim 71, wherein said interactive video apparatus includes a local device which inputs selected

information to said computer, said method further comprising the step of inputting said at least one instruction from said local device to said computer.

[56, wherein said data include at least one of text and at least one video graphic for output.]

75. **(Three Times Amended)** A method of delivering a video presentation at at least one receiver station of a plurality of receiver stations each of which includes a receiver, a signal detector, a processor, and an output device, and each of which is adapted to detect the presence of at least one control signal and programmed to process downloadable processor instructions, said video presentation including (a) a first video image and (b) a second video image, said first video image received at said at least one receiver station from a first remote transmitter station, said second video image (i) containing at least one datum that at least one of completes and supplements said first video image and (ii) [overlying] displayed in conjunction with said first video image, said method comprising the steps of:

[(1)]receiving at one of said first transmitter station and a second transmitter station said downloadable processor instructions, wherein said downloadable processor instructions [instruct] are capable of causing said at least one receiver station to [one of] generate locally and output [a specific portion of said video presentation,] said second video image, said downloadable processor instructions having at said at least one receiver station a target processor to process data;

[(2)]transferring said downloadable processor instructions to a transmitter;

[(3)]receiving said at least one control signal at said transmitter station, wherein said at least one control signal [being operative] is effective at said at least one receiver station to control [one of (i) an] execution of at least one of said downloadable processor instructions and [(ii) a delivery of] deliver at least [a portion] said second video image of said video presentation;

[(4)]transferring said at least one control signal to said transmitter; and

[(5)]transmitting an information transmission comprising [the] said downloadable processor instructions and said at least one control signal.

76. (Unchanged) The method of claim 75, said method further comprising the steps of

receiving at least a portion of said first video image and said second video image at said transmitter station; and

transmitting said at least a portion of said first video image and said second video image to said at least one receiver station.

77. **(Once Amended)** The method of claim 75, wherein one of said downloadable code and identification data in respect of said downloadable code is embedded in a non-visible portion of a signal containing at least one of said first video image and said second video image.

78. The method of claim 75, wherein said video presentation is displayed at said at least one receiver station and downloadable code programs said processor (i) to output at least one of video, audio, and text one of simultaneously and sequentially with said video presentation, (ii) to process a viewer reaction to said video presentation and (iii) to select information that supplements said video presentation.

79. **(Once Amended)** The method of claim 75, wherein said [at least one control signal contains downloadable code] said target processor generates at least a portion of said second video image by processing said data, said method further comprising the step of transmitting said data.

80. **(Three Times Amended)** A method of delivering a video presentation at at least one receiver station of a plurality of receiver stations each of which includes a receiver, a signal detector, a processor, and an output device, and is adapted to detect the presence of at least one signal, said method comprising the steps of:

[(1)]receiving, at an origination transmitter station, video to be transmitted by a remote intermediate transmitter station;

[(2)]delivering a signal containing said video to an origination transmitter, said signal containing said video also containing an instruct signal [that] which is operative at said at least one receiver station to [instructs] instruct said at least one receiver station to at least one of [(i) one of] generate and output a [specific] local portion of a video presentation and [(ii) deliver data that is at least one of described and promoted in said video] cause said locally generated portion of said video presentation to be displayed in conjunction with said video;

[(3)]receiving, at said origination transmitter station, at least one control signal that, at the remote intermediate transmitter station, controls the communication of at least one of said video and said instruct signal; and

[(4)]transmitting said at least one control signal from said origination transmitter before a specific time.

81. **(Once Amended)** The method of claim 80, wherein said at least one control signal comprises at least one of a code and a datum which, at the remote intermediate transmitter station, identifies at least one of (i) said video and (ii) data that is at least one of described and promoted in said video, said method further comprising the step of:

transmitting from said origination transmitter a second control signal which, at [the] said remote intermediate transmitter station, controls the communication of said at least one of said video and said instruct signal to a second transmitter at said specific time.

82. **(Unchanged)** The method of claim 80, further comprising the step of embedding a specific one of said at least one control signal in a non-visible portion of a signal containing said video before transmitting said video to said remote intermediate transmitter station.

83. **(Unchanged)** The method of claim 80, wherein said specific time is a scheduled time of transmitting said video at said remote intermediate transmitter station.

84. **(Three Times Amended)** A method of delivering a video presentation at at least one receiver station of a plurality of receiver stations each of which includes a receiver, a signal detector, a processor, and an output device, and is adapted to detect the presence of at least one signal, wherein at least one processor instruction comprises information content of separate ones of a plurality of discrete signals and said at least one receiver station is capable of

providing said at least one processor instruction, said [said] method comprising the steps of:

- [(1)]receiving video at a transmitter station;
- [(2)]delivering said video to a transmitter;
- [(3)]receiving [at least one instruct] a first discrete signal of said plurality of discrete signals at said transmitter station, wherein said [at least one instruct] first discrete signal is operative to provide said at least one processor instruction at said at least one receiver station by enabling said at least one receiver station to organize information contained in said first discrete signal with information contained in a second of said plurality of discrete signals, and said at least one processor instruction instructs said at least one receiver station to deliver [one of a simultaneous presentation and a sequential presentation of] a locally generated image for display in conjunction with said video [and at least one of (i) at least one receiver specific datum and (ii) at least one datum that is at least one of described and promoted in said video];
- [(4)]transferring said [at least one instruct] first discrete signal to said transmitter; and
- [(5)]transmitting said video and said [at least one instruct] first discrete signal to said at least one receiver station.

85. (Unchanged) The method of claim 84, wherein at least one of identification data and said [at least one instruct] first discrete signal is embedded in a signal containing said video.

86. (Unchanged) The method of claim 84, wherein said step of transmitting directs said video to said plurality of receiver stations at the same

time and each of said plurality of receiver stations one of receives and [responds] processes to said [at least one instruct] first discrete signal concurrently.

87. (Unchanged) The method of claim 84, wherein said [step of transmitting directs said video to said plurality of receiver stations at different times and each of said plurality of receiver stations responds to said at least one instruct signal at a different time] video is encrypted.

88. (Unchanged) The method of claim 84, further comprising the steps of receiving said video at a receiver in the transmitter station, communicating said video from said receiver to a memory location, and storing said video at said memory location for a period of time prior to delivering said video to said transmitter.

89. **(Twice Amended)** The method of claim 56, wherein said video output device includes a viewing screen which displays a first image received from said remote programming source and said step of displaying comprises replacing less than all of said first image with said locally generated image.
[wherein said at least one processor instruction enables said interactive video apparatus to process one of second code and at least one discrete signal, said method further comprising the step of:

receiving one of a broadcast information transmission and a cablecast information transmission, said one of said broadcast information transmission and said cablecast information transmission containing a video graphic and said at least one processor instruction.]

90. (Twice Amended) The method of claim 89, wherein said locally generated image is overlaid on said first image. [56, wherein said at least one processor instruction enables said interactive video apparatus to process at least one discrete signal that designates a second code, said method further comprising the step of:

receiving one of a broadcast information transmission and a cablecast information transmission, said one of said broadcast information transmission and said cablecast information transmission containing said at least one discrete signal and said at least one processor instruction.]

91. (Twice Amended) The method of claim 56, wherein said interactive video apparatus includes an audio receiver and ceases displaying said locally generated video image, said method further comprising the steps of:

receiving, at said audio receiver, audio which describes information displayed in said video presentation; and

outputting said audio at said interactive video apparatus before ceasing to display said locally generated video image. [wherein said at least one processor instruction enables said interactive video apparatus to process one of second code and at least one discrete signal, said method further comprising the step of:

receiving one of a broadcast information transmission and a cablecast information transmission, said one of said broadcast information transmission and said cablecast information transmission containing downloadable code and said at least one processor instruction.]

92. (Unchanged) The method of claim 80, wherein said at least one control signal is effective at the remote intermediate transmitter station to control at least one of a plurality of selective transfer devices at different times.

Please add the following claims.

93. (New Claim) A method of outputting a video presentation at a receiver station, said video presentation comprising a sequence of outputs and including, as a first of said sequence of outputs, a video image, said method comprising the steps of:

receiving at least one information transmission at said receiver station, said at least one information transmission containing at least a first discrete signal and at least one control signal;

detecting said at least a first discrete signal and said at least one control signal in said at least one information transmission;

passing said detected at least a first discrete signal and said detected at least one control signal to at least one processor;

organizing information contained in said at least a first discrete signal at said receiver station with information contained in a second discrete signal based on said at least one control signal;

passing at least one processor instruction to or within said at least one processor, said at least one processor instruction comprising said organized information from said step of organizing;

responding to said at least one processor instruction at said receiver station based on said step of passing said at least one processor instruction;

generating an image to replace only a portion of said video image by processing at least one stored subscriber datum based on said step of responding to said at least one processor instruction; and

outputting said video presentation to a user, said video presentation containing, firstly, said video image and, secondly, said generated image to replace said only said portion of said video image.

94. (New Claim) The method of claim 93, wherein a receiver specific control signal is generated based on at least one of said at least one first discrete signal and said at least one control signal, said method further including the step of:

selecting said video image in response to said generated receiver specific control signal.

95. (New Claim) The method of claim 93, further comprising the step of controlling at least one of a receiver, a switch, a decryptor, an enabling device, a storage device, a computer, and a second output device based on said at least one control signal.

96. (New Claim) The method of claim 93, wherein said generated image to replace at least said portion of said video image contains at least one receiver specific datum, said method further comprising the steps of:

receiving said video image from a remote station;
generating said at least one receiver specific datum by processing information stored in a computer; and

outputting at least one of a simultaneous and a sequential presentation of said received video image and said generated at least one receiver specific datum.

97. (New Claim) The method of claim 93, further comprising assembling said at least one processor instruction based on said at least one first discrete signal.

98. (New Claim) The method of claim 93, wherein said at least one first discrete signal includes only partial information of an identifier and said at least one processor instruction includes said identifier.

99. (New Claim) The method of claim 93, wherein said at least one first discrete signal designates a specific user input to process, said method further comprising the step of generating output by processing said specific user input.

100. (New Claim) The method of claim 93, further comprising the steps of:

receiving said at least one subscriber datum; and
passing said at least one subscriber datum to a storage device.

101. (New Claim) The method of claim 93, further comprising the step of communicating to a remote station data evidencing at least one of (1) an availability, (2) a use, and (3) usage of at least one of (a) said at least one first discrete signal, (b) said at least one processor instruction, and (c) said video image.

102. (New Claim) The method of claim 93, wherein a user inputs an order, said method further including the step of communicating said order to a remote station.

103. (New Claim) The method of claim 93, wherein a receiver specific control signal is processed based on at least one of said at least one first discrete signal and said at least one control signal, said method further including the step of outputting said video image in response to said receiver specific control signal.

104. (New Claim) The method of claim 93, wherein a receiver specific control signal is processed based on at least one of said at least one first discrete signal and said at least one control signal, said method further including the step of processing user input based on said generated receiver specific control signal.

105. (New Claim) The method of claim 93, wherein a receiver specific control signal is processed based on at least one of said at least one first discrete signal and said at least one control signal and said image to replace said at least said portion of said video and image is generated based on said receiver specific control signal.

106. (New Claim) The method of claim 93, wherein a receiver specific control signal is processed based on at least one of said at least one first discrete signal and said at least one control signal, said method further including the step of outputting one of a simultaneous and a sequential presentation of said video

image and at least one of a receiver specific video and a receiver specific graphic image based on said receiver specific control signal.

107. (New Claim) The method of claim 93, wherein said video is received in one of a television and a multichannel information transmission.

108. (New Claim) The method of claim 107, wherein said one of a television and a multichannel information transmission comprises an analog television signal.

109. (New Claim) The method of claim 93, wherein said receiver station includes a video monitor which outputs said video presentation, wherein said video presentation comprises a series of computer generated video display outputs, and wherein by processing data said at least one processor delivers said generated image to replace at least said portion of said video image at said video monitor in one of said series of computer generated display outputs, said method further comprising the step of receiving said data from a remote data source. †

110. (New Claim) A method of outputting a video presentation at at least one of a plurality of receiver stations each of which includes a receiver, a signal detector, a processor, an output device, each of said plurality of receiver stations being adapted to detect the presence of at least one control signal and programmed to process at least one processor instruction, said method comprising the steps of:

receiving at at least one transmitter station at least a first discrete signal containing information, wherein said at least one processor instruction comprises information organized from said information contained in said first discrete signal and information contained in a second discrete signal, said at least one processor instruction is effective at said at least one of said plurality of receiver stations to generate and output only a portion of said video presentation, said at least one processor instruction has at said at least one of said plurality of receiver stations a target processor to process data;

transferring said at least said first discrete signal to at least one transmitter;

receiving said at least one control signal at said at least one transmitter station, wherein said at least one control signal is operative at said at least one of said plurality of receiver stations to organize said information in said first and second discrete signals into said at least one processor instruction; and

transferring said at least one control signal to said at least one transmitter, and transmitting at least one information transmission containing said at least said first discrete signal and said at least one control signal.

111. (New Claim) The method of claim 110, wherein one of a combined and a sequential output of a video image and said only said portion of said video presentation is delivered at said output device of said at least one of said plurality of receiver stations, said method further comprising the steps of

receiving said video image at said at least one transmitter station; and
transmitting said video image to said at least one of said plurality of receiver stations.

112. (New Claim) The method of claim 110, wherein at least one (i) of said at least said first signal includes identification data pertaining to said video presentation and (ii) said at least said first discrete signal is embedded in a non-visible portion of a signal containing said video image.

113. (New Claim) The method of claim 110, wherein said video image is displayed at said at least one of said plurality of receiver stations and said at least one processor instruction programs said processor at least one of (1) to output at least two of video, audio, and text at least one of simultaneously and sequentially with said video image and (2) to process a viewer reaction to said video image and (3) to select information that supplements said video image.

114. (New Claim) The method of claim 110, wherein at least one of (i) an assembler at said at least one of said plurality of receiver stations organizes said information in said first and second discrete signals into said at least one processor instruction and (ii) said at least one control signal contains at least a portion of said at least one processor instruction.

115. (New Claim) The method of claim 110, wherein a television program comprises a series of computer generated images, where said at least one of said plurality of receiver stations includes a television monitor which displays said video presentation in said television monitor to display said only said portion of said video presentation in one of said series of computer generated images, said method further comprising the step of transmitting said data.

116. (New Claim) A method of delivering a video presentation at one receiver station of a plurality of receiver stations each of which includes a receiver, a signal detector, a processor, an output device, and with each of said plurality of receiver stations being adapted to detect the presence of at least one signal, wherein said one receiver station displays video received at said one receiver station from a remote transmitter station and is adapted to display a locally generated image in conjunction with said video in response to at least one processor instruction, said method comprising the steps of:

receiving a first discrete signal at an origination transmitter station and delivering said first discrete signal to at least one origination transmitter, wherein said at least one processor instruction is comprised of information contained in said first discrete signal and information contained in a second discrete signal, and wherein one of said one receiver station and a remote intermediate transmitter station is adapted to organize said information contained said first discrete signal with said information contained in said second discrete signal;

receiving at least one control signal which at said remote intermediate transmitter station operates to control the communication of one of said first discrete signal and said said at least one processor instruction;

transferring said at least one control signal to said at least one origination transmitter before a specific time; and

transmitting from said at least origination transmitter said first discrete signal and said at least one control signal.

117. (New Claim) The method of claim 116, wherein at least one of a combined and a sequential output of a video image and said only said portion of

said video presentation is delivered at said output device of said one receiver station of said plurality of receiver stations, said method further comprising the steps of

receiving said video image at at least one transmitter station; and
transmitting said video image to said one receiver station of said plurality of receiver stations.

118. (New Claim) The method of claim 116, further comprising the step of embedding said at least one control signal in an information transmission containing said first discrete signal before transmitting said first discrete signal to said remote intermediate transmitter station.

119. (New Claim) The method of claim 116, wherein said specific time is a scheduled time of transmitting at least one of said first discrete signal and information associated with said first discrete signal from said remote intermediate transmitter station.

120. (New Claim) The method of claim 116, further comprising the step of:

transmitting said second discrete signal.

121. (New Claim) The method of claim 116, wherein said remote transmitter station transmits encrypted video to said one receiver station of said plurality of receiver stations.

122. (New Claim) The method of claim 116, wherein a television program comprises a series of computer generated images, where said at least one of said plurality of receiver stations includes a television monitor which displays said video presentation in said television monitor to display said only said portion of said video presentation in one of said series of computer generated images, said method further comprising the step of transmitting said data.

123. (New Claim) A method of delivering a video presentation at at least one of a plurality of receiver stations each of which includes a receiver, a signal detector, a processor, an output device, and with each of said plurality of receiver stations being adapted to detect the presence of at least one signal, wherein said video presentation includes a first image which is received said at one of said plurality of receiver stations from a first remote transmitter station, and wherein one of a code and an identifier is operative at a receiver station of said plurality of receiver stations to designate one of a second image and a device, said method comprising the steps of:

receiving at at least one of said first remote transmitter station and a second remote transmitter station at least one instruct signal which is effective at a particular receiver station of said plurality of receiver stations to generate locally and output said second image of said video presentation for delivery in conjunction with said first image;

transferring said at least one instruct signal to at least one transmitter;

receiving at least one first discrete signal and a control signal at said at least one of said first remote transmitter station and said second remote transmitter station, said at least one first discrete signal including only partial

information of said one of a code and an identifier and said at least one control signal operative to provide said one of a code and an identifier and designate at said at least one of said plurality of receiver stations by organizing said partial information with information contained in a second discrete signal at said at least one of said plurality of receiver stations, wherein said one of a code and an identifier designates said one of said second image and said device at said particular receiver station and is operative to cause said instruct signal to be effective at said at least one of said plurality of receiver stations; and

transferring said at least one first discrete signal and said control signal to said at least one transmitter, said at least one transmitter station transmitting at least one information transmission containing said instruct signal, said at least one first discrete signal, and said control signal to said plurality of receiver stations.

124. (New Claim) The method of claim 123, wherein at least one of a combined and a sequential output of a video image and said only a portion of said video presentation is delivered at said output device of said at least one of said plurality of receiver stations, said method further comprising the steps of receiving said video image at said at least one transmitter station; and transmitting said video image to said at least one of said plurality of receiver stations.

125. (New Claim) The method of claim 123, wherein at least one of said at least one instruct signal and said at least one control signal is embedded in a non-visible portion of at least one of a video signal, a multichannel broadcast signal, and a cablecast signal that contains video.

126. (New Claim) The method of claim 123, wherein said at least one origination transmitter transmits said instruct signal, said first discrete signal, and said control signal in a data transmission.

127. (New Claim) The method of claim 123, wherein a switch at said at least one transmitter station communicates at least one first signal selectively from a receiver and one of a memory and a recorder to said at least one transmitter, said method further comprising the step of:

detecting said at least one first signal which is effective at said transmitter station to instruct communication.

128. (New Claim) The method of claim 123, wherein a controller controls a switch to communicate to said at least one transmitter at least one first signal, said method further comprising the step of:

detecting said at least one first signal which is effective at said transmitter station to instruct transmission.

129. (New Claim) The method of claim 123, further comprising the step of:

transmitting to said at least one of said plurality of receiver stations at least one datum that at least one of (i) designates one of a time and a channel of transmission of said instruct signal and (ii) specifies at least one of a title of and subject matter contained in one of mass medium programming and data associated with said instruct signal.

130. (New Claim) The method of claim 123, wherein said at least one control signal further comprises at least one processor instruction targeted to said processor at said at least one of said plurality of receiver stations, said at least one processor instruction programming a manner in which said processor responds to said instruct signal.

131. (New Claim) The method of claim 123, wherein said at least one of said plurality of receiver stations is at least one of adapted to detect the presence of said control signal and programmed to respond to said instruct signal on the basis of the location of one of said control signal and said instruct signal in an information transmission, said method further comprising the step of causing at least a portion of one of said control signal and said instruct signal to be transmitted in said location.

132. (New Claim) The method of claim 123, wherein a switch at said at least one transmitter station communicates at least one first signal selectively from said receiver and one of a memory and a recorder to said at least one transmitter, said method further comprising the step of determining a signal source from which to communicate said at least one first signal to said transmitter.

133. (New Claim) The method of claim 123, wherein a switch at said at least one transmitter station communicates at least one first signal selectively from said receiver and one of a memory and a recorder to said at least one transmitter, said method further comprising the step of controlling said switch to communicate at least one second signal to said transmitter in response to said at

least one first signal which is effective at said transmitter station to instruct communication.

134. (New Claim) The method of claim 123, wherein a switch at said at least one transmitter station communicates at least one first signal selectively from said receiver and one of a memory and a recorder to said at least one transmitter, said method further comprising the step of controlling said switch to communicate said at least one first signal from a signal source.

135. (New Claim) The method of claim 123, wherein a switch at said at least one transmitter station communicates at least one first signal selectively from said receiver and one of a memory and a recorder to said at least one transmitter, said method further comprising the step of controlling said switch to communicate to said one of a memory and a recorder at least one second signal which is effective at said at least one of said plurality of receiver stations to instruct.

136. (New Claim) The method of claim 123, wherein a controller controls a switch to communicate to said at least one transmitter at least one first signal, said method further comprising the step of inputting to said controller at least one second signal which is effective to control said switch.

137. (New Claim) The method of claim 123, wherein a controller controls a switch to communicate to said at least one transmitter at least one first signal, said method further comprising the step of controlling said switch to communicate said at least one first signal according to a transmission schedule.

138. (New Claim) The method of claim 123, wherein a controller controls a switch to communicate to said at least one transmitter at least one first signal, said method further comprising the step of controlling said switch to communicate from one of a plurality of signal sources.

139. (New Claim) The method of claim 123, wherein a controller controls a switch to communicate to said at least one transmitter at least one first signal, said method further comprising the step of controlling said switch to communicate said at least one first signal to at least one second transmitter.

140. (New Claim) The method of claim 123, further comprising the step of transmitting to said at least one of said plurality of receiver stations said at least one control signal to cause said at least one of said plurality of receiver stations to tune to one of a broadcast and a cablecast transmission containing said instruct signal.

141. (New Claim) The method of claim 123, wherein a television program comprises a series of computer generated images, where said at least one of said plurality of receiver stations includes a television monitor which displays said video presentation in said television monitor to display said only said portion of said video presentation in one of said series of computer generated images, said method further comprising the step of transmitting said data.

142. (New Claim) A method of outputting a video presentation at a receiver station, said video presentation including a video image, said method comprising the steps of:

receiving an information transmission at said receiver station, said information transmission containing at least a first discrete signal and at least one control signal;

detecting said at least a first discrete signal and said at least one control signal in said information transmission;

passing said detected at least a first discrete signal and said detected at least one control signal to at least one processor;

organizing information contained in said at least a first discrete signal at said receiver station with information contained in a second discrete signal based on said at least one control signal;

passing at least one processor instruction to or within said at least one processor, said at least one processor instruction comprising said organized information from said step of organizing;

responding to said at least one processor instruction at said receiver station based on said said step of passing said at least one processor instruction;

generating only a portion of said video image based on said step of responding to said at least one processor instruction; and

outputting said video presentation to a user, said video presentation containing said generated only said portion of said video image.

143. (New Claim) A method of outputting a video presentation at a receiver station including:

receiving a transmission from a remote station, said transmission containing a video image and one or more first discrete signals;

passing said received video image to an output device for delivery to a user;

detecting said one or more first discrete signals;

passing said information contained in said one or more first discrete signals to a processor in response to said step of detecting;

organizing said information contained in said one or more first discrete signals at said receiver station with information contained in one or more second discrete signals;

responding, at said processor, to processor instructions comprising said organized information, based on said step of organizing;

generating a signal based on said processor instructions; and

outputting at least a portion of said video presentation based on said generated signal.

144. (New Claim) The method of claim 143, wherein said generated signal is a generated control signal, said method further having one step of the group consisting of:

selecting at least one of said transmission and said video image in response to said generated control signal;

outputting said video image in response to said generated control signal;

processing user input based on said generated control signal;

generating at least a portion of said video presentation based on said generated control signal; and

outputting a simultaneous or sequential presentation of said video image and one or more receiver specific video images based on said generated control signal.

145. (New Claim) The method of claim 143, wherein said generated signal is a control signal, said method further comprising the step of controlling one of a receiver, a switch, a decryptor or enabling device, a storage device, a computer, and a second output device based on said control signal.

146. (New Claim) The method of claim 143, wherein said generated signal contains one or more receiver specific data, said method further comprising the step of:

generating said one or more receiver specific data by processing information stored in a computer.

147. (New Claim) The method of claim 143, further comprising assembling said processor instructions based on said one or more first discrete signals.

148. (New Claim) The method of claim 143, further comprising the step of receiving encrypted video from said remote station.

149. (New Claim) The method of claim 143, wherein said one or more first discrete signals further designate a specific user input to process, said method further comprising the step of generating output by processing said specific user input.

150. (New Claim) The method of claim 143, wherein said receiving station includes a microcomputer, said method further comprising the step of controlling said microcomputer in response to said step of detecting.

151. (New Claim) The method of claim 143, further comprising the step of communicating to a remote station data evidencing the availability, use, or usage of said one or more first discrete signals, said processor instructions, or said one or more video images.

152. (New Claim) A method of delivering a video presentation at at least one receiver station of a plurality of receiver stations each of which includes a receiver, a signal detector, a processor, and an output device, and is adapted to detect the presence of one or more control signals and programmed to process downloadable processor instructions that, at said at least one receiver station, are effective to generate and output a local image of said video presentation and have a target processor to process data, said video presentation comprised of said local image of said video presentation and a video image which is received at said at least one receiver station from a first remote transmitter station, said method comprising the steps of:

receiving at one of said first remote transmitter station and a second remote transmitter station said downloadable processor instructions;

transferring said downloadable processor instructions to a transmitter;

receiving said one or more control signals at said one of a first remote transmitter station and a second remote transmitter station, wherein said one or more control signals are operative at said at least one receiver station to direct

said video image to said output device, designate a processor to execute said downloadable processor instructions, or designate a user input to be processed based on said downloadable processor instructions, and wherein said one or more control signals enable said at least one receiver station to display said local image of said video presentation in conjunction with said video image; and
transferring said one or more control signals to said transmitter; and
transmitting a transmission comprising said downloadable processor instructions and said one or more control signals.

153. (New Claim) The method of claim 152, wherein a combined or sequential output of said video or graphic image and said specific portion of a video presentation is delivered at the output device of said at least one receiver station, said method further comprising the steps of:

receiving said video image at said one of said first and second remote transmitter station; and

transmitting said video image to said at least one receiver station.

154. (New Claim) The method of claim 152, wherein said downloadable processor instructions or a portion of identification data in respect of said downloadable processor instructions are embedded in a non-visible portion of a signal containing said video image.

155. (New Claim) The method of claim 152, wherein said video image is displayed at said at least one receiver station and said downloadable processor instructions program said processor to output video, audio, or text simultaneously or sequentially with said video image or to process a viewer

reaction to said video image or to select information that supplements said video image.

156. (New Claim) The method of claim 152, wherein said one or more control signals incorporate a portion of of said downloadable processor instructions.

157. (New Claim) A method of delivering a video presentation at at least one receiver station of a plurality of receiver stations each of which includes a receiver, a signal detector, a processor, and an output device, and is adapted to detect the presence of signals, said method comprising the steps of:

receiving, at an origination transmitter station, a video image to be transmitted by a remote intermediate transmitter station;

delivering a signal to an origination transmitter, wherein said signal contains said video image and includes an instruct signal which is effective at said at least one receiver station to generate and output a local image of said video presentation, wherein said local image is outputted at said at least one receiver station in conjunction with said video image;

receiving, at said origination transmitter station, one or more control signals, wherein said one or more control signals operate at said remote intermediate transmitter station to control the communication of at least one of said video image, and said instruct signal; and

transmitting said one or more control signals from said origination transmitter before a specific time.

158. (New Claim) The method of claim 157, wherein said one or more control signals comprise a code or datum which operates at the remote intermediate transmitter station to identify said video image, said method further comprising the step of:

transmitting from said origination transmitter a second control signal which operates at the remote intermediate transmitter station to communicate said video image to a second transmitter at said specific time.

159. (New Claim) The method of claim 157, further comprising the step of embedding a specific one of said one or more control signals in a non-visible portion of said signal containing said video image before transmitting said video image to said remote intermediate transmitter station.

160. (New Claim) The method of claim 157, wherein said specific time is a scheduled time of transmitting said video image at said remote intermediate transmitter station.

161. (New Claim) The method of claim 157, wherein said one or more control signals are effective at said remote intermediate transmitter station to control one or more of a plurality of selective transfer devices at different times.

162. (New Claim) A method of delivering a video presentation at at least one receiver station of a plurality of receiver stations each of which includes a receiver, a signal detector, a processor, and an output device, wherein said at least one receiver station is programmed to process code and adapted to detect at least a first of a plurality of discrete signals, said code comprised of information

contained in each of said plurality of discrete signals, said method comprising the steps of:

- receiving a video image at a transmitter station;
- delivering said video image to a transmitter;
- receiving said at least said first of said plurality of discrete signals at said transmitter station, wherein said at least said first of said plurality of discrete signals enables said at least one receiver station to process said code by organizing information contained in said at least said first of said plurality of discrete signals with information contained in a second of said plurality of signals and, thereby, to respond to said code, and wherein said code enables said at least one receiver station to generate or identify a local image and output said local image in conjunction with said graphic image;
- transferring said at least said first of said plurality of discrete signals to said transmitter; and
- transmitting said video image and said at least said first of said plurality of discrete signals from said transmitter station to said at least one receiver station.

163. (New Claim) The method of claim 162, wherein said at least said first of said plurality of discrete signals comprise a portion of identification data and is embedded in a signal containing said video image.

164. (New Claim) The method of claim 162, wherein said step of transmitting directs said video image to said plurality of receiver stations at the same time and each of said plurality of receiver stations receives or responds to said one or more instruct signals concurrently.

165. (New Claim) The method of claim 162, wherein said step of transmitting directs at least said video image to said at least one of receiver station of said plurality of receiver stations in a television, radio, or other electronic transmission.

166. (New Claim) The method of claim 162, further comprising the steps of receiving said video image at a receiver in the transmitter station, communicating said video image from said receiver to a memory location, and storing said video image at said memory location for a period of time prior to said delivering said video image to said transmitter.

167. (New Claim) A method of outputting a video graphic presentation at a receiver station including:

receiving, from a remote transmitter station, a transmission that contains at least a first discrete signal of downloadable code and a first completed full-screen video graphic image, said first completed full-screen video graphic image containing at least one graphic image;

passing said received first completed full-screen video graphic image to a video monitor for delivery to a user, said video monitor having a viewing screen;

displaying said first completed full-screen video graphic image at said video monitor, said displayed first completed full-screen video graphic image filling the entire surface area of said viewing screen;

detecting said at least a first discrete signal of said downloadable code;

passing said at least a first discrete signal of said downloadable code to at least one processor;

organizing information contained in said at least a first discrete signal at said receiver station with information contained in a second discrete signal based on at least one control signal;

responding to at least one processor instruction at said receiver station, said at least one processor instruction comprising said organized information from said step of organizing;

passing, to said video monitor based on said step of responding to at least one processor instruction, only a portion of a second completed full-screen video graphic image; and

displaying, at said video monitor, said second completed full-screen video graphic image, said displayed second completed full-screen video graphic image filling the entire surface area of said viewing screen and containing said passed only a portion of said second completed full-screen video graphic image and only a portion of said first completed full-screen video graphic image, wherein said method delivers said video graphic presentation.

168. (New Claim) The method of claim 167, further comprising a step of generating said passed only a portion of said second completed full-screen video graphic image in accordance with said at least one processor instruction.

169. (New Claim) The method of claim 167, further comprising the steps of receiving audio from said remote transmitter station, and outputting said audio at a speaker during said video graphic presentation.

170. (New Claim) The method of claim 169 wherein said audio describes information displayed in said video graphic presentation.

171. (New Claim) A method of delivering a video graphic presentation at at least one receiver station of a plurality of receiver stations, each of which (a) includes a receiver, a signal detector, a processor to execute at least one processor instruction, and a video monitor that has a viewing screen, (b) is adapted to detect the presence of one or more control signals, and (c) is programmed to process said at least one processor instruction, wherein said at least one processor instruction instructs said at least one receiver station to pass only a portion of a second completed full-screen video graphic image to said at least one of said video monitor and said television monitor, wherein said second completed full-screen video graphic image fills the entire surface area of said viewing screen when displayed at said video monitor and contains said only a portion of said second completed full-screen video graphic image and only a portion of a first completed full-screen video graphic image, wherein said first completed full-screen video graphic image fills the entire surface area of said viewing screen when displayed at said video monitor, and wherein said second completed full-screen video graphic image contains at least one graphic image, said method comprising the steps of:

receiving at a transmitter station at least one discrete signal that contains only partial information of said at least one processor instruction and serves as a basis for providing said at least one processor instruction at said at least one receiver station;

transferring said at least one discrete signal to a transmitter;

receiving said one or more control signals at said transmitter station, wherein said one or more control signals are operative at said at least one receiver station to provide said at least one processor instruction by causing said

at least one receiver station to organize said partial information with information contained in a second discrete signal, said at least one processor instruction directing, to said video monitor, said only a portion of said second completed full-screen video graphic image, said viewing screen displaying said only a portion of said second completed full-screen video graphic image in conjunction with said one a portion of said first completed full-screen video graphic image; transferring said one or more control signals to said transmitter; and transmitting a transmission comprising said at least one discrete signal and said one or more control signals, wherein said method delivers said video graphic presentation.

172. (New Claim) The method of claim 171 further comprising a step of transmitting at least a portion of said first completed full-screen video graphic image.

173. (New Claim) The method of claim 172, wherein said first completed full-screen video graphic image also contains said at least one graphic image, said method further comprising a step of transmitting said at least one graphic image.

174. (New Claim) The method of claim 171 further comprising a step of transmitting audio that states a significance of information displayed in said video graphic presentation.

175. (New Claim) A method of delivering a video graphic presentation at at least one receiver station of a plurality of receiver stations, each receiver

station of said plurality of receiver stations being adapted to detect the presence of signals and including a receiver, a signal detector, a processor, and a video monitor, said video monitor having a viewing screen, said method comprising the steps of:

receiving, at an origination transmitter station, a first completed full-screen video graphic image that fills the entire surface area of said viewing screen when displayed at said video monitor, said first completed full-screen video graphic image to be transmitted by a remote intermediate transmitter station and displayed at said video monitor;

delivering a signal to an origination transmitter, said signal containing said first completed full-screen video graphic image and at least one discrete signal that contains only a part of at least one processor instruction that instructs said at least one receiver station to generate and output only a portion of a second completed full-screen video graphic image, said second completed full-screen video graphic image filling the entire surface area of said viewing screen when displayed at said video monitor and containing said only a portion of a second completed full-screen video graphic image in conjunction with only a portion of said first completed full-screen video graphic image, wherein at least one of said first completed full-screen video graphic image and said second completed full-screen video graphic image contains at least one graphic image;

receiving, at said origination transmitter station, one or more control signals, said one or more control signals operate at the remote intermediate transmitter station to control the communication of at least one of (i) said first completed full-screen video graphic image and said at least one discrete signal, (ii) said at least one processor instruction, and (iii) said second completed full-screen video graphic image; and

transmitting a transmission that contains said at least one discrete signal, said first completed full-screen video graphic image and said one or more control signals from said origination transmitter before a specific time, wherein said method delivers said video graphic presentation.

176. (New Claim) The method of claim 175, further comprising a step of transmitting audio that describes information displayed in said video graphic presentation.

177. (New Claim) A method of delivering a video graphic presentation at at least one receiver station of a plurality of receiver stations each of which (a) includes a receiver, a signal detector, a processor to execute at least one processor instruction, and a video monitor that has a viewing screen, and (b) is adapted to detect the presence of signals, said method comprising the steps of:

receiving a first completed full-screen video graphic image at a transmitter station, said first completed full-screen video graphic image filling the entire surface area of said viewing screen when displayed at said video monitor;

delivering said received first completed full-screen video graphic image to a transmitter;

receiving one or more instruct signals at said transmitter station, said one or more instruct signals at said at least one receiver station designating at least one processor instruction that is operative at said at least one receiver station to generate or identify locally and pass only a portion of a second completed full-screen video graphic image to said video monitor, said second completed full-screen video graphic image filling the entire surface area of said viewing screen when displayed at said video monitor and containing said only a portion of said

second complete full-screen video graphic image and only a portion of said first complete full-screen video graphic image, wherein at least one of said first completed full-screen video graphic image and said second completed full-screen video graphic image contains at least one graphic image;

transferring said one or more instruct signals to said transmitter; and

transmitting said first completed full-screen video graphic image and said one or more instruct signals from said transmitter station to said at least one receiver station,

wherein said method delivers said video graphic presentation.

178. (New Claim) The method of claim 177, further comprising a step of transmitting audio that describes information displayed in said video graphic presentation.

179. (New Claim) A method of outputting a video graphic presentation at a receiver station including:

receiving, from a remote transmitter station, a transmission that contains at least a first discrete signal and a series of video images that each contain at least one graphic image;

passing said received series of video images to a video monitor for delivery to a user, said video monitor having a viewing screen;

displaying, at said video monitor, a first completed full-screen video graphic image based on said series of video images, said displayed first completed full-screen video graphic image filling the entire surface area of said viewing screen;

detecting said at least a first discrete signal;

passing said at least a first discrete signal to at least one processor;
organizing information contained in said at least a first discrete signal at
said receiver station with information contained in a second discrete signal based
on at least one control signal;
responding to at least one processor instruction at said receiver station,
said at least one processor instruction comprising said organized information
from said step of organizing;
passing, to said video monitor based on said step of responding to at least
one processor instruction, only a portion of a second completed full-screen video
graphic image; and
displaying said second completed full-screen video graphic image at said
video monitor, said displayed second completed full-screen video graphic image
filling the entire surface area of said viewing screen and containing said passed
only said portion of said second completed full-screen video graphic image and
only a portion of said first completed full-screen video graphic image,
wherein said method delivers said video graphic presentation.

180. (New Claim) The method of claim 179, further comprising a step of
generating said passed only a portion of said second completed full-screen video
graphic image in accordance with said at least one processor instruction.

181. (New Claim) The method of claim 179, further comprising the steps
of receiving audio from said remote transmitter station, and outputting said
audio at a speaker during said video graphic presentation.